



Sports, Fitness and the Outdoors

FitnessTech Summit and Exhibit

SHAPING THE FUTURE



What:

Sports & Fitness Tech Summit,
a conference plus
four days of exhibition

Where:

2012 International CES
in Las Vegas

When:

Jan 10-13, 2012

Say goodbye to Digital Couch Potatoes. Today there are hundreds of ways to use technology to make your workouts and outdoor activities more fun, safer, and more effective. Whether you're summiting K2, taking a leisurely bike ride, diving the deep seas, or just watching your caloric intake, fitness has gone high tech. This premiere event will focus exclusively on the newest innovations and tools for the sports enthusiast, and spotlight key trends impacting this multi-billion dollar Sports, Fitness and the Outdoors market.

Fitness Tech is a focused lifestyle exhibition and conference embedded within the 2012 International Consumer Electronics Show. This premiere event will focus exclusively on the newest innovations and tools for the sports enthusiast, and spotlight key trends impacting this multi-billion dollar Sports, Fitness and the Outdoors market.

What can you expect to see:

- Fitness monitors – from pedometers, to fat burn meters and more
- GPS systems designed for the outdoor life
- High tech outdoor clothing from solar
- Specialty gadgets for skiing, diving, boating, biking, and more
- Webcams for the active enthusiast
- The World of Wii Fitness
- Apps, website and plugins to aid your journey
- Meet the celebs of the outdoor world
- iPod fitness plug ins
- Personal screen viewers
- UnderWATER Photo equipment
- Safety and rescue equipment
- And much, much more

At the The Fitness Summit conference we take an in-depth look at the newest products and potential for the burgeoning sports enthusiast market. This half-day conference will bring together CE industry speakers, athletes and enthusiasts, retailers and

distributors, medical personal and policy makers who will all contribute to the conversation and share the trends for consumer electronics and lifestyle products geared towards the active individual.

Conference sessions will include:

- Size and Scope of the Fitness Market
- Digital Fitness How Tos and Demonstrations
- Guest speakers at the peak of their athletic accomplishments
- Sports Gadget Gala
- The Doctor's Report: Rating and Approval/Oversight of Industry

Together this energetic expo area will attract tens of thousands of attendees who are looking for solutions and products targeted at specific lifestyle markets—making this a must-see attraction at the 2012 CES.

Living in Digital Times is the creator of technology lifestyle shows including: Digital Health, Silvers Summit, Higher Ed Tech, Mommy Tech and Kids@Play Summits. In total we occupy more than 25K sq feet of showfloor space at CES.

CES brings 110,000 technology committed attendees, along with more than 4,000 journalists into Las Vegas. Living in Digital Times directs them to the best products for a specific lifestyle.



For information, contact LindaN@dcdmc.com or call (800) 553-2399 • www.sportsandfitnesstech.com



Sports, Fitness and the Outdoors

FitnessTech Sponsor Costs & Benefits

SHAPING THE FUTURE



| | PLATINUM | GOLD | SILVER | BASIC | POD |
|---|-----------|-----------|----------|----------|------------|
| Cost | \$36,000 | \$24,000 | \$12,000 | \$10,000 | \$7,500 |
| Exhibit Space Size | 20x30 | 20x20 | 10x20 | 10x10 | 6' turnkey |
| Advertising in Program Book | Full Page | Full Page | 1/2 Page | Listing | Listing |
| Size of Banner in Conference Room | 8' x '10 | 8' x '10 | 4' x 5' | | |
| Invites to WRAP Party | 10 | 8 | 6 | 4 | 2 |
| Participation on Panel | ✓ | ✓ | | | |
| Listing in CES Print and Online Directories | ✓ | ✓ | ✓ | ✓ | ✓ |
| Listing on FitnessTech Website | ✓ | ✓ | ✓ | ✓ | ✓ |
| Opportunity to speak at FitnessTech Summit | ✓ | ✓ | ✓ | | |
| Participation at the Press Conference | ✓ | ✓ | ✓ | | |
| Swag Bag Participation | ✓ | ✓ | ✓ | | |
| Access to Meeting Room | ✓ | ✓ | ✓ | | |
| Demo Spots on LIDT Stage on Showfloor | 8 | 4 | 2 | 1 | |



THE GLOBAL STAGE FOR INNOVATION

PRODUCED BY CEA

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